

ABSTRACT OF THE DISCLOSURE

5 A method kit is provided for demonstrating the effects of a cosmetic product on a consumer's body, especially effects over a period of time. The method includes applying a cosmetic product to the body, capturing an image of the consumer, displaying the image on a monitor and digitally transforming the image to reflect the effect of using the selected cosmetic over the period of time. Among transformed attributes of the body are those of glow/color, sags/wrinkles, pores and combinations thereof. The original and transformed images are juxtaposed on a
10 screen. Consumers are required to select between transformed and displayed images, preferably repetitively, until the consumer has chosen their most appealing transformation.

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